



☎ 877.909.6400

✉ customerservice@
buyforcharity.com

KNOW YOUR CAUSE

Okay. You've purchased your fundraising products. You've set the goal for your fundraiser. You've mobilized the troops. You're ready to start raising money.

Or are you? Not so fast. You just might be overlooking one crucial step that may determine whether you meet your fundraising goal or fall short. And that step is simply...

...KNOW YOUR CAUSE. Yeah, this looks sort of silly upon first glance, but you would not believe how many times people attempt to sell fundraising products without really knowing where the money they're raising will end up. Sure they have a vague idea of what they're raising money for, but when it comes to fundraising, it's all about selling your cause. And you can't sell your cause, unless you KNOW YOUR CAUSE.

As the person organizing the fundraiser, it's your job to make sure everyone involved in the fundraising effort knows your cause and is able to effectively convey it. One simple way to do this is to create a "pitch sheet" that describes the cause, no longer than a paragraph in length – you don't want to bore the potential donor, you want to inform them. Distribute this pitch sheet to everyone involved in the fundraiser, but make sure they only use it as a reference because nobody wants to listen to someone read directly from a piece of paper.

It's one thing to tell a potential donor/customer: "I'm raising money for my daughter's class trip." It's another thing to say: "I'm raising money for my daughter's sixth grade class. They're taking a trip to Washington D.C." And it's yet another thing to say: "I'm raising money for my daughter's sixth grade class at Riverside Middle School. Out of 25 area middle schools, they were chosen to represent the Atlanta school system at a Model UN Conference in Washington D.C. At the conference they will get the opportunity to interact with youth from around the world. All the money we raise will go towards travel expenses for the kids including airfare and hotel accommodations. It's going to be once-in-a-lifetime educational opportunity for the kids and we would greatly appreciate your support." See the difference? It's in the details. People are more likely to give if they can sympathize with your cause. And the only way for them to sympathize with your cause is if they understand your cause. That's where you come in. Be clear, be concise, be prepared... KNOW YOUR CAUSE!